

**Mansfield Downtown Partnership, Inc.**  
**Standing Committees – Descriptions and Charges**  
**October 2013**

**Advertising and Promotion Committee**

**Marketing, Advertising and Media**

- Market a unified, quality image of Storrs Center as the center of activities, goods and services for residents; university students, faculty, and staff; visitors; tourists; business owners; and investors
- Coordinate advertising and establish and maintain good media relations
- Promote articles and information in local newspapers, magazines, and electronic media
- Work with the Storrs Center businesses to assist with marketing
- Work with the Planning and Design Committee to ensure a consistent, high-quality image in signs, advertisements, and other graphic material prepared by and associated with the Partnership
- Monitor community and consumer perceptions of the downtown and seek to improve public awareness and perception

**Community Relations & Volunteerism**

- Maintain working relationships with community organizations, charities, school clubs, and other groups that might participate in promotional activities
- Strengthen and expand a strong network of volunteers to help implement promotional programs
- Leverage the various UConn resources (alumni, art, athletics, activities, events, affinity groups) to attract more visitors to Storrs Center
- Provide a welcoming customer service presence in the Intermodal Transportation Center and the downtown area in general
- Have a presence at critical community and University of Connecticut functions to convey the mission of Storrs Center, answer questions, and gain new members

**Promotional Programming**

- Plan promotional events and seasonal festivals
- Work with the Planning and Design Committee to implement the *Downtown District Public Spaces and Green Infrastructure Master Plan* and promote the downtown through public space access and programming
- Work with the Business Development and Retention Committee to monitor changes in the downtown's market and adjust the promotional plan accordingly
- Develop a fundraising plan to assist with Storrs Center promotional needs
- Coordinate publicity and marketing efforts with the Membership Development Committee
- Monitor the effectiveness of promotional programs on a regular basis

### **Business Development and Retention Committee**

- Work to strengthen existing downtown businesses through meeting and communicating with businesses on a regular basis.
- Provide input to the Storrs Center master developer on the types of businesses that may be appropriate or inappropriate for Storrs Center.
- Update and maintain the inventory of Storrs-area businesses.
- Continually assess the downtown's mix of retail, commercial, residential, recreational and civic space.
- Provide input to the Planning and Design Committee as to the needs of the tenants.
- Provide input to the Advertising and Promotion Committee as to the needs of the tenants.
- Provide input to the Town of Mansfield as to what it can do to help existing and proposed businesses compete better.

### **Finance and Administration Committee**

- Monitor all administrative and financial management activities of the Mansfield Downtown Partnership, Inc.
- Prepare annual operating budget for Board review and approval
- Recommend sources, to include membership dues, for raising funds to support the ongoing operation of the Partnership
- Ensure that adequate funding is in place at all times
- Monitor performance of Executive Director; prepare annual performance review for Board consideration
- On behalf of the Board of Directors, monitor and oversee development of Storrs Center including but not limited to implementation of the Storrs Center Municipal Development Plan, implementation of the master developer Business Plan, and adherence to the development agreement between the Partnership and the master developer
- Maintain an inventory of all physical assets owned, leased or rented by the Partnership

### **Membership Development Committee**

- Encourage and solicit individuals, organizations and businesses to join, and when possible, be active in the Mansfield Downtown Partnership
- Organize and conduct an annual membership drive in the fall for both existing and new members to be effective starting in January of the following year
- Promote the assistance from volunteers within the Board of Directors, committees, and community
- Assist the Board of Directors and all committees in recruiting new members
- Evaluate and initiate new or enhanced outreach programs to gain new memberships
- Meet the financial goal of memberships as approved by the Board of Directors
- Have a presence at critical community and University of Connecticut functions to convey the mission of Storrs Center, answer questions, and gain new members
- Promote articles and information in local newspapers, magazines and electronic media with membership forms available when possible

- Maintain literature racks with membership forms at key locations in the community and at the University of Connecticut
- Raise student awareness of the Partnership through membership and outreach at University of Connecticut functions
- Coordinate publicity and marketing efforts with the Advertising and Promotion Committee

### **Nominating Committee**

- Recruit and evaluate candidates for the Partnership's Board of Directors, Executive Committees and other offices
- Present nominations for Partnership officers to the membership at its annual meeting
- Recruit and evaluate candidates for membership in the Partnership's standing and special committees
- Present nominees for committee membership to the Board of Directors for its review and approval

### **Planning and Design Committee**

- Craft design and sustainability guidelines.
- Assist the Mansfield Downtown Partnership's Board of Directors in assessing whether the vision created in the Municipal Development Plan is being followed. The Committee will review compliance with those portions of the design guidelines, not within the purview of municipal, state and federal codes, as well as compliance with the sustainability guidelines.
- Review and update design, and sustainability guidelines and recommend changes as appropriate.
- Review initial site plans (as precursor to zoning permits) and provide feedback to Storrs Center Alliance. Serve as first review of zoning permits and submit recommendation to the Mansfield Downtown Partnership Board of Directors.